ORDER

Order / Rev:	107632	_	
Alt Order #:	06862161	<u>_</u>	LID O
Product Desc:	NRSC/HELLER	<u>_</u>	HD
Estimate:		_	KSNV
Flight Dates:	10/10/12 - 10/16/12	Primary AE:	Amy McCreary
Original Date / Rev:	10/09/12 / 10/12/12	Sales Office:	BLPHI
Order Type:	GENERAL	Sales Region:	National
Name:	Strategic Media Services, Inc.	_	
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	3299 K St. NW	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%
Name:	NRSC/ Heller for Senate	_	
Demographic:	A35+	New Business Thru:	
Product Codes:	PLC01	Order Separation:	00:05:00
Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	
	Alt Order #: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type: Name: Buying Contact: Billing Contact: Name: Demographic: Product Codes: Priority:	Alt Order #: Product Desc: Product Desc: Estimate: Flight Dates: Original Date / Rev: Order Type: Strategic Media Services, Inc. Buying Contact: Billing Contact: 3299 K St. NW Washington, DC 20007 Name: NRSC/ Heller for Senate Demographic: A35+ Product Codes: PLC01 Priority: SELECT PRIORITY CODE	Alt Order #: 06862161 Product Desc: NRSC/HELLER Estimate: Flight Dates: 10/10/12 - 10/16/12 Primary AE: Original Date / Rev: 10/09/12 / 10/12/12 Sales Office: Order Type: GENERAL Sales Region: Name: Strategic Media Services, Inc. Buying Contact: Billing Type: Billing Calendar: Billing Calendar: 3299 K St. NW Billing Cycle: Washington, DC 20007 Agency Commission: Name: NRSC/ Heller for Senate Demographic: A35+ New Business Thru: Product Codes: PLC01 Order Separation: Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	50	\$37,050.00	\$31,492.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	50	\$37,050.00	\$31,492.50	0.00
Totals	50	\$37,050.00	\$31,492.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	26%	\$37,050.00
Market	100%	\$142,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$42,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$28,500.00
KTUD	1%	\$1,425.00
KVVU	18%	\$25,650.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$7,125.00

L	n Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Е	1 KSNV	10/11/12	10/12/12	M-F 6-7a WakeUp w/	Va G M	6-7a	TF	:30	2	\$450.002	0.00 NM	2	\$900.00
				M-F 6-7a WakeUp w/	Wagners								
	NEWS												
	Sta	rt Date	End Date	Weekdays Spo	ots/Week	Rate	Rating						
	Week: 10/	08/12	10/14/12	TF	2	\$450.00	0.00						

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Order / Rev: 107632 Advertiser:

NRSC/ Heller for Senate

06862161 Alt Order #:

Flight Dates:

Product Desc:

10/10/12 - 10/16/12 Estimate: NRSC/HELLER **KSNV**

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/11/1	2 10/12/12	M-F 6-7a WakeUp M-F 6-7a WakeUp		6-7a	TF	:30	2	\$450.002	0.00 NM	2	\$900.00
NEWS			w-r 6-7a wakeu	p w/wagners								
Star Week: 10/0	rt Date	End Date 10/14/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00						
			M-F 6-7a WakeUp		6-7a	MT	:30	2	\$450.002	0.00 NM	2	\$900.00
			M-F 6-7a WakeU	-					•			•
NEWS Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	МГ	2	\$450.00	0.00						
E 3 KSNV	10/15/1	2 10/16/12	Today Show Today Show	CM	658a-9am	МГ	:30	2	\$600.002	0.00 NM	2	\$1,200.00
TODAY			Today Snow									
	rt Date	End Date	<u>Weekdays</u> MT	Spots/Week	Rate	Rating						
Week: 10/ ² E 4 KSNV		10/21/12 2 10/12/12	Today Show	CM 2	\$600.00 658a-9am	0.00 TF	:30	2	\$600.002	0.00 NM	2	\$1,200.00
	10/11/1	L 10/12/12	Today Show	0	0000 00111		.00	_	φοσσ.σσ Σ	0.00 14141	_	Ψ1,200.00
TODAY	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	TF	2	\$600.00	0.00						
E 5 KSNV	10/12/1	2 10/12/12	Noon News	CM	12-1230pm	F	:30	1	\$275.002	0.00 NM	1	\$275.00
NEWS			Noon News									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	Noon News	CM	\$275.00 12-1230pm	0.00 M	:30		\$275.002	0.00 NM	1	\$275.00
E O KONV	10/13/1	2 10/15/12	Noon News	Civi	12-1230piii	IVI	.30	1	φ213.00 Z	U.UU INIVI	'	φ275.00
NEWS		5 15 (0 . 00.	5.	D #						
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$275.00	Rating 0.00						
E 7 KSNV	10/16/1	2 10/16/12	The Agenda 1230	pm CM	1230-1p	- T	:30	1	\$225.002	0.00 NM	1	\$225.00
AGEND	Α		The Agenda 1230)pm								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	- T	1	\$225.00	0.00			*	0.00.1114		4005.00
E 8 KSNV	10/11/1	2 10/11/12	The Agenda 1230 The Agenda 1230	•	1230-1p	T	:30	1	\$225.00 2	0.00 NM	1	\$225.00
AGEND	_		J	•								
Star Week: 10/0	nt Date 08/12	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$225.00	Rating 0.00						
E 9 KSNV			The Doctors	CM	2pm-3pm	T	:30	1	\$225.002	0.00 NM	1	\$225.00
DRS			The Doctors									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	T	1	\$225.00	0.00						
E10 KSNV	10/15/1	2 10/16/12	The Doctors The Doctors	СМ	2pm-3pm	МГ	:30	2	\$225.002	0.00 NM	2	\$450.00
DRS			200.0.0									
Star Week: 10/	rt Date 15/12	End Date 10/21/12	<u>Weekdays</u> MΓ	Spots/Week 2	Rate \$225.00	Rating 0.00						
E11 KSNV				CM	3-4p	M	:30	1	\$300.002	0.00 NM	1	\$300.00
PHIL			Dr Phil									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	M	1	\$300.00	0.00						
E12 KSNV	10/11/1	2 10/11/12	Dr. Phil Dr Phil	СМ	3-4p	T	:30	1	\$300.002	0.00 NM	1	\$300.00
PHIL			2111111									
<u>Star</u> Week: 10/0	ns/12	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$300.00	Rating 0.00						
E 13 KSNV			1	CM	4-5pm	F	:30	2	\$450.002	0.00 NM	2	\$900.00
- '		· -					-					

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Order / Rev: 107632 Advertiser: NRSC/ Heller for Senate

Alt Order #: 06862161 Product Desc: NRSC/HELLER KSNV

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime [Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			NEWS 3 at 4 (1 h										
NEWS			41 W WEWO (1 III	oui)								_	
	rt Date	End Date	<u>Weekdays</u> F	Spots/Week	Rate	Rating							
Week: 10/ E14 KSNV		10/14/12	NEWS 3 at 4 (1 l	2 HOLIP\CM	\$450.00 4-5pm	0.00		:30	2	\$450.002	0.00 NM	2	\$900.00
L 14 NOINV	10/13/1	2 10/13/12	4PM NEWS (1 h		4-5pm	IVI-		.30	2	φ430.00 2	U.UU INIVI	۷	φ900.00
NEWS			,	,									
Sta Week: 10/	rt Date	End Date	Weekdays M	Spots/Week	Rate	Rating							
		10/21/12	NEWS 3 at 4 (1 l	HOURICM	\$450.00 4-5pm	0.00 M-		:30	1	\$450.002	0.00 NM	1	\$450.00
L 10 KOKV	10/10/1	2 10/10/12	4PM NEWS (1 h		(4:30 PM-5:0			.00	•	ψ-100.002	0.00 14101	·	φ+00.00
NEWS													
	rt Date	End Date	<u>Weekdays</u> M	Spots/Week 1	Rate	Rating							
Week: 10/ E16 KSNV		2 10/12/12	M-F Early News	CM	\$450.00 5-630p	0.00	F	:30	1	\$900.002	0.00 NM	1	\$900.00
L TO ROIT	10/12/1	2 10/12/12	M-F Early News	OW	0 000р		•	.00	•	ψ000.002	0.00 14141	· ·	φοσο.σσ
NEWS			•										
<u>Sta</u> Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> F	Spots/Week 1	Rate	Rating						l	
			M-F Early News	CM	\$900.00 5-630p	0.00 MI	`	:30	2	\$900.002	0.00 NM	2	\$1,800.00
L I7 KONV	10/13/1	2 10/10/12	M-F Early News	Civi	3-030p	1411		.50	2	ψ900.002	O.OO INIVI	_	φ1,000.00
NEWS			•										
	rt Date	End Date	Weekdays MT	Spots/Week	Rate	Rating							
Week: 10/ E18 KSNV		10/21/12	Jeopardy in PRIM	1E CM	\$900.00 M-SA 8-11p	0.00 F-MH2 /		:30	1	\$750.002	0.00 NM	1	\$750.00
L 10 KONV	10/10/1	2 10/10/12	Jeopardy in Prim		WOAGTIP	/ OON 3		.50	'	Ψ100.002	0.00 14101	l '	ψ130.00
JEP													
	rt Date	End Date	<u>Weekdays</u> - T	Spots/Week	Rate	Rating						1	
Week: 10/ E19 KSNV		10/21/12		CM	\$750.00 630-7pm	0.00	- T	:30	1	\$750.002	0.00 NM	1	\$750.00
L 13 KONV	10/11/1	2 10/11/12	M-F Jeopardy	Olvi	000 7 pm		•	.50	'	Ψ100.002	0.00 14101	l '	ψ130.00
JEP													
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week	Rate \$750.00	Rating 0.00							
E 20 KSNV				CM	7-730pm		W	:30	1	\$750.002	0.00 NM	1	\$750.00
220 110111	10/10/1	2 10/10/12	M-F Wheel of Fo		7 700pm		"	.00	•	Ψ100.002	0.00 14141	· ·	ψ100.00
WHEEL	=												
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						l	
			Wheel of Fortune	·	M-SA 8-11p			:30	1	\$750.002	0.00 NM	1	\$750.00
LZI KOKV	10/10/1	2 10/10/12	Wheel in Prime	III I I I I I I I I I I I I I I I I I	W O/ CO TIP	, 0011		.00	•	Ψ100.002	0.00 14141	· ·	ψ100.00
WHEEL	=												
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> - T	Spots/Week 1	Rate \$750.00	Rating							
E 22 KSNV					730-758pm	0.00 M-		:30	1	\$450.002	0.00 NM	1	\$450.00
222 110111	10/10/1	2 10/10/12	FacetoFace/Rals		roo roopiii	111		.00	•	ψ 100.00 Σ	0.00 14141	· .	φ100.00
FACE													
Sta Week: 10/	rt Date	End Date 10/21/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						l	
E 23 KSNV					730-758pm		W	:30	1	\$450.002	0.00 NM	1	\$450.00
220 110111	10/10/1	2 10/10/12	FacetoFace/Rals		roo roopiii			.00	•	ψ 100.00 Σ	0.00 14141	· .	φ100.00
FACE													
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> W	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00							
			M-F News 3 at El	•	11pm-1135p		- T	:30	1	\$775.002	0.00 NM	1	\$775.00
	. 3, . 1, 1	. 5, . 1, 12	M-F News 3 at E		₋		-		•	Ţ 0.002	2.00 14141	l '	ş 5.00
NEWS													
Sta Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$775.00	Rating 0.00							
E 25 KSNV			1	CM	11pm-1135p			:30	1	\$775.002	0.00 NM	1	\$775.00
	. 5, 15, 1	0,10,12		J				.50	•	#	3.30 14101		ψ. 10.00

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Order / Rev: 107632 Advertiser: NRSC/ Heller for Senate

Alt Order #: 06862161 Product Desc: NRSC/HELLER KSNV

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ïme	Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
			M-F News 3 at El M-F News 3 at E										
NEWS			WT NOWS OUT E	10 4011								_	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						1	
Week: 10/		10/21/12	M	1	\$775.00	0.0						l	
E 26 KSNV	10/16/1	2 10/16/12	Tues PR 8-9p Tuesday Prime 8	CM	8-9pm	='	Г	:30	1	\$2,400.002	0.00 NM	1	\$2,400.00
VOICE			ruesday Prime o	-эрш								1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	3					İ	
Week: 10/	15/12	10/21/12	- T	1	\$2,400.00	0.0						ĺ	
E27 KSNV	10/15/1	2 10/15/12	Mon PR 8-10p	CM	8-10pm	M		:30	1	\$2,400.002	0.00 NM	1	\$2,400.00
VOICE			Monday Prime 8-	10pm								1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						i	
Week: 10/		10/21/12	M	1	\$2,400.00	0.0	_					Í	
E 28 KSNV			Sa-Su News 3 at		11pm-1135p		SS	:30	2	\$750.002	0.00 NM	2	\$1,500.00
			Sa-Su News 3 at									1	
NEWS												l	
	rt Date	End Date	<u>Weekdays</u> SS	Spots/Week	Rate	Rating	_					ĺ	
Week: 10/0		10/14/12		2	\$750.00	0.0	S-	.20		Фоот оо о	0.00 NM		
E 29 KSNV	10/13/1	2 10/13/12	News 3 Sunrise - News 3 Sunrise S		6a-7a	_		:30	1	\$225.002	0.00 NM	1	\$225.00
NEWS			News 5 Garinge (SATORDAT								1	
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1					ĺ	
Week: 10/0	08/12	10/14/12	S-	1	\$225.00	0.0	0					l	
E30 KSNV	10/13/1	2 10/13/12	Saturday Today	CM	7a-9am	-	S-	:30	1	\$325.002	0.00 NM	1	\$325.00
CATTO	DAY		Saturday Today									1	
SAT TO		End Data	Wookdays	Spots/Mook	Poto	Rating						i	
Week: 10/0	rt Date 08/12	End Date 10/14/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$325.00	0.0	_					i	
E31 KSNV			News 3 Today - S	-	9am-930am		S-	:30	1	\$300.002	0.00 NM	1	\$300.00
			News 3 Today - S							******			*******
NEWS												1	
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	_					ĺ	
Week: 10/0		10/14/12	S-	1	\$300.00	0.0				* 450.00.0	0.00.1114	1 .	0.450.00
E32 KSNV	10/13/1	2 10/13/12	Sa-Su Early New Sa-Su Early New		5pm-630pm	-	S-	:30	1	\$450.002	0.00 NM	1	\$450.00
NEWS			Sa-Su Larry New	5								1	
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	3					ĺ	
Week: 10/0	08/12	10/14/12	S-	1	\$450.00	0.0	_					ĺ	
E33 KSNV	10/13/1	2 10/13/12	Weekend Jeopar		630-730pm	-	S-	:30	1	\$375.002	0.00 NM	1	\$375.00
\\/\\	,		WKND Jeop/Whe	eel								1	
WH/JEP	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						i	
Week: 10/0		10/14/12	S-	<u> 5pots/Week</u>	\$375.00	0.0						i	
			Saturday Night Li	ve CM	1130pm-1:02			:30	1	\$750.002	0.00 NM	1	\$750.00
			Saturday Night L		·							1	
SNL												l	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	_					ĺ	
Week: 10/0		10/14/12		SUND CM	\$750.00	0.0	S	:30	1	\$225.002	0.00 NIM	1	¢225.00
E35 KSNV	10/14/1	2 10/14/12	News 3 Sunrise - News 3 Sunrise S		6a-7a	_	3	.30	1	\$225.002	0.00 NM	'	\$225.00
NEWS			Nowe o Carmoo (30112711								1	
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1					1	
Week: 10/0		10/14/12	S	1	\$225.00	0.0						1	
E36 KSNV	10/14/1	2 10/14/12	Sunday Today	СМ	7a-8am	-	S	:30	1	\$500.002	0.00 NM	1	\$500.00
SUN TO	אחר ∨		Sunday Today									1	
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating	1					i	
Week: 10/0		10/14/12	S	1	\$500.00	0.0	_					1	
E37 KSNV		2 10/14/12		CM	8a-9am	_	S	:30	1	\$1,900.002	0.00 NM	1	\$1,900.00
											·	•	

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KSNV

Order / Rev: 107632

Advertiser: NRSC/ Heller for Senate

Alt Order #: 06862161

NRSC/HELLER Product Desc:

Flight Dates: 10/10/12 - 10/16/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Meet the Press Meet the Press									
MTP			Meet the Pless									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	S	1	\$1,900.00	0.00						
E38 KSNV	10/14/1	2 10/14/12	News 3 Today Wi	and CM	9a-930am	S	:30	1	\$250.002	0.00 NM	1	\$250.00
			News 3 Today									
NEWS												
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/08/12	10/14/12	S	1	\$250.00	0.00						
E39 KSNV	10/14/1	2 10/14/12	Chris Matthews 9		9:30a-10a	S	:30	1	\$375.002	0.00 NM	1	\$375.00
014			Chris Matthews S	UN 9:30am								
CM	_				_							
	art Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 10		10/14/12		1	\$375.00	0.00						
E40 KSNV	10/14/1	2 10/14/12	NFL Football	CM	1P-9PM	S	:30	1	\$8,000.002	0.00 NM	1	\$8,000.00
NIEL			NFL Football									
NFL	D - 4 -	Fad Data	Ma alada sa	Consta AM and	Data	Datina						
<u> </u>	art Date	End Date 10/14/12	<u>Weekdays</u> S	Spots/Week	Rate \$8,000.00	Rating 0.00						
				- \/ C\/	• •		-20		#200 00 0	0.00 NIM	,	# 000 00
E41 KSNV	10/14/1	2 10/14/12	Sports Night in La Sports Night in La	Ū	Sun 1135p-	-1200a S	:30	1	\$200.002	0.00 NM	1	\$200.00
SPORT	NIGHT		Sports Might in La	as vegas								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/14/12	S	1	\$200.00	0.00						
	,			<u>.</u>	Ψ=30.00					Tatala	F0	\$27.050.00
										Totals	50	\$37,050.00